

Marketing 3337 – PROFESSIONAL SELLING
Spring 2015

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<p>Required Textbook</p> <p>Selling Today: Partnering to Create Value 13th Edition Author: Manning, Ahearne and Reece (Prentice Hall) Print: ISBN 0134004205 9780134004204</p>	

Selling is a fundamental part of not only business, but everyday life. You are called upon to sell all the time – whether it is an idea, product, service, or point of view. This course is designed to teach you **about selling** and **how to sell effectively**. While our focus will be on selling in a business environment, you will find the concepts discussed in class to be of great relevance to your ability to function effectively in interpersonal settings in general, irrespective of whether you ever have a job as a salesperson.

The objectives of this class are for you to:

- 1) Improve your communications skills: verbal, written, and listening
- 2) Enhance your ability to work in teams
- 3) Understand each component of the selling process
- 4) Learn the latest concepts concerning building and maintaining long-term relationships
- 5) Gain experience in executing each step of the selling process through role-play exercises

If you participate in class, work closely with teammates, and complete assignments on time, you will improve your ability to sell your ideas and become more effective in representing yourself and your company and its products and services. You also will learn what is necessary to build long-term, profitable relationships with clients.

Blackboard Learn

This class will use Blackboard Learn as a course supplement. With Blackboard Learn you can view class notes, download class readings, communicate with fellow students, and view grades and course progress at any time. Students are encouraged to log onto Blackboard Learn regularly to stay current with the class.

All communication on Blackboard will be monitored by the Teaching Assistants and will be responded to in a timely manner. For immediate communication with the professor, email directly at avandaveer@uh.edu. When emailing via Blackboard or directly, please **identify yourself with your name, team number and class time** so that we can quickly address your situation.

Class Attendance and Participation

One of my favorite quotes is: **"No deposit. No return."** It's that simple. You will get out of this class what you put into it. Classes are a combination of presentation, lecture, discussion, with an emphasis on discussion. **You are expected to participate.** The more you come ready to participate, the better the class discussion and interaction the more you learn and easier the exams and assignments will be.

Material for the exams comes from the book chapters we cover and from the lectures, therefore it is in your best interests to be in attendance for the full period each and every class day. In a nutshell, you will miss quite a bit of material that appears on the exams if you miss class. **The best way to earn a high grade in this course is to read the course material and prepare questions and comments before coming to class.** Class attendance will be taken periodically throughout the semester when I collect sign in sheets. Turning in the sign in sheets, along with class participation and class professionalism, and turning in your Student Data Sheet and Team ID Sheet will be worth **25 points – 20 points for attendance, 5 for participation – 2.5 for Student Data Sheet & 2.5 for Team ID Sheet.**

Cell phones, computers, texting, leaving class, or disruptive behavior will not be permitted or tolerated during class. We have a lot to cover in a short amount of time and in order for you to benefit most from the class it is imperative that everyone be respectful of their peers, teacher and teaching assistants.

Professionalism:

- Switch off all cellular phones, PCS phones, and/or pagers when in class
- Be on time. In both school and at work, being on time is simple but important
- If you need to leave early, let the professor know and sit in the back close to the door
- Bring a purple scantron which has webct user id section on it and a # 2 pencil for each quiz or exam.

- Type all team assignments and include group number, each team member's full name and the last five digits of the student ID number.

Exams

There will be three multiple-choice exams containing questions from the textbook, lectures, class discussions, videos, guest speakers, and any outside material assigned and/or discussed. Each exam will be worth **100 points**. There will not be a make up exam for either of the first two exams. Instead, if you miss one of the first two exams, then your next exam will include extra questions pertaining to the missed exam and will count twice. If you miss two exams, you must withdraw from the course.

***** If you arrive to take your exam and any student has already completed the exam and left the room, then you will not be allowed to take the exam. *****

Please make sure that you do not schedule any vacations or other events during the time posted for Exam 3. If for ANY reason you have to take a makeup for Exam 3 you MUST provide a university-accepted excuse, with supporting documentation (doctor's notes, etc.). Please be advised that the makeup exam is typically more difficult than the regular exam.

Group Assignments

- ◆ Much of your grade for the semester will be based on working with a team. Employers look for success in getting things done with and through others. This is a great place to practice those skills.
- ◆ **Students will work in teams of four.** The group projects you will complete (discussed below) are an important part of this course. Please note that once you have selected your group, you MAY NOT switch teammates.
- ◆ View this as an opportunity to learn the art and science of teamwork - a critical part of business life. As a team member, you will be expected to contribute to the team. "Slackers" beware! At the end of the semester, each teammate will evaluate your participation in completing the team assignments, and these peer evaluations will factor into your final grade and are worth **50 points**.

Selling Project

- **Part I (SPIN)** This is an individual role-play assignment. The purpose of this assignment is to improve and assess your ability to ask questions and turn customer responses into actionable recommendations. Students will be required to sign-up for a 5 minute time slot (as a group on Blackboard) where they will execute a SPIN (Situation, Problem, Implication, Need-Payoff) to an assigned buyer. This SPIN will be based on the same buyer profile as the Team Role Play exercise. The SPIN will be worth **25 points**.

- **Part II (Selling Plan)** This is a **two to three-page** team assignment. The purpose of the selling plan is to prepare your team for a successful sales call, and will include the following components: value proposition, features/benefits summary, competitive comparison, delineation of promotional support elements, and a business proposal. Specific guidelines for this assignment will be discussed in class. The Selling Plan will be worth **75 points**.
- **Part III (The Role Play)** The purpose of the role play is to demonstrate the selling principles and techniques discussed in class over the course of the semester. Using the product or service that you will be selling from the case, you will execute a 10-minute professional sales call (videotaped) while exhibiting your knowledge of and facility with critical elements of the selling process. Essentially, this exercise challenges you to pull all of the course material together and apply what you have learned in a simulated selling situation. There is a degree of "make believe" to it, but you will be graded strictly on your ability to use the selling principles and techniques discussed in class, not your acting ability. The role-play will be worth **125 points**

You and your teammates may prepare a script to use in rehearsals, but **DO NOT** read a script during the videotaping. There is a **20 point** penalty for doing so. The key to avoiding this penalty is to practice with your teammates before the day you are videotaped. Again, the best way to ensure that you make a high grade on the assignment is to practice every chance you get before the actual videotaping. (Practice is also what makes you a better salesperson!)

On the days of the videotaping you and your team will meet upstairs in the video laboratory in Room 224 at your appointed time. The "seller(s)" will face a video camera, and present to the "buyer(s)." Each team will select one lead seller and one lead buyer and the remaining team members will play supporting roles. The class will not watch this presentation, only you, the instructor, and teaching assistant. You will conduct the role play once. This allows you to select the best persons for each of the roles to do during the sales call.

Remember:

- Be on time for your taping session!
- Business dress is required on the day that you sell. There will be an automatic point reduction for t-shirts (10 points), denim or shorts (10 points), or athletic shoes (10 points). In other words, you can lose a total of 30 points if you wear the preceding items to the role play.
- Remain professional and quiet during days of taping. There are many students to process through the taping rooms on Role Play Days and in order to do so effectively, everyone needs to be respectful and considerate.

Late Assignments

Written assignments will be collected in class on their due dates and are **due by the start of class time** on the designated date. Make sure that you submit every assignment on time to get full credit for your assignment. **If the assignment is not submitted on time you will be penalized one letter grade for each hour the assignment is late. I will not accept assignments via email.**

It is up to you to keep track of due dates for the assignments, so please refer to this syllabus and WebCT Blackboard often to keep abreast of the schedule. Please do not depend on the instructor to remind you of due dates.

Students with Disabilities

The Center for Students with Disabilities provides a variety of academic support services to all currently enrolled UH students who have any type of mental or physical disability of either a temporary or permanent nature. If you feel that you may need assistance of this nature, you may wish to call the Center at (713) 743-5400. In addition, you should let me know about any special needs as soon as possible.

Academic Honesty

In accordance with university policy, cheating of any type on exams, quizzes, or papers will not be tolerated. Any student caught cheating will be dealt with according to university policy. Please refer to your student handbook for specific policies regarding academic honesty.

Bauer Code of Ethics

1. Bauer students shall maintain the standard of academic honesty set forth under the University of Houston's Academic Honesty Policy;
2. Bauer students shall respect other students, faculty, staff and the Bauer environment; and
3. Bauer students shall maintain individual accountability and integrity.

Statement about Teaching

The Bauer College of Business has a policy that requires all of its instructors to be evaluated by their students. The results of these evaluations are important to provide feedback to instructors on how their performance can be improved. In addition, these evaluations are carefully considered in promotion, salary adjustment, and other important decisions.

Grading Summary

Final grades will be determined as follows:

- **Individual Performance: 325 points**
 - Exam 1 – 100 points
 - Exam 2 – 100 points
 - Exam 3 – 100 points

- Attendance/Professionalism – 25 points
- **Selling Project: 275 points**
 - Part I (SPIN) – 25 points
 - Part II (Selling Plan) – 75 points
 - Part III (Role Play) – 125 points
 - Peer Evaluation – 50 points

600 points total

Grade Scale

Grade	Total Points Received
A	552-600
A-	537-551
B+	522-536
B	492-521
B-	477-491
C+	462-476
C	432-461
C-	417-431
D+	402-416
D	372-401
D-	357-371
F	356 & below

Spring 2013 Tentative Schedule (changes to the schedule will be announced ahead of time)

Day	Date	Class Topic	Assignment Due
W	1/21	Introduction and course overview. Review syllabus. Discuss class structure and requirements	Acquire textbook
M	1/26	Chapter 1: Developing a Personal Selling Philosophy	Read Chapter 1

W	1/28	Chapter 2: Evolution of Selling Models that Complement the Marketing Concept	Read Chapter 2
M	2/2	Chapter 3: Ethics: The Foundation for Partnering Relationships That Create Value	Student Data Sheet Due Read Chapter 3
W	2/4	Chapter 4: Creating Value With A Relationship Strategy	Read Chapter 4
M	2/9	Chapter 5: Communication Styles: A Key to Adaptive Selling Today Review for Exam 1	Read Chapter 5 Team Identification Form – Turn in Team Group Members
W	2/11	Exam 1 (Chapters 1-5 plus any outside material & videos). Bring purple scantron and #2 pencil	Study for Exam
M	2/16	Chapter 6: Creating Product Solutions	Read Chapter 6
W	2/18	Chapter 7: Product Selling Strategies That Add Value Chapter 8: The Buying Process And Buyer Behavior	Read Chapter 7 Read Chapter 8
M	2/23	Explanation of SPIN – Part I Role Plays	SPIN Role Play Times Displayed on Blackboard
W	2/25	SPIN Role Play Examples Chapter 9: Developing and Qualifying Prospects and Accounts Review for Exam 2	Read Chapter 9
M	3/2	Exam 2 (Chapters 6-9 and SPIN plus any outside material). Bring purple scantron and #2 pencil	Study for Exam
W	3/4	Part I: Role Plays – SPIN	Prepare for SPIN Role Play
M	3/9	Part I: Role Plays – SPIN	Prepare for SPIN Role Play
W	3/11	Part I: Role Plays – SPIN	Prepare for SPIN Role Play
M	3/16	No Class – Spring Break	
W	3/18	No Class – Spring Break	
M	3/23	Chapter 10: Approaching the Customer with Adaptive Selling	Read Chapter 10
W	3/25	Explanation of Selling Plan – Part II Chapter 11: Determining Customer Needs with a Consultative Questioning Strategy	Read Chapter 11
M	3/30	Chapter 12: Creating Value with the Consultative Presentation	Read Chapter 12
W	4/1	Chapter 13: Negotiating Buyer Concerns	Read Chapters 13
M	4/6	Chapter 14: Adapting the Close and Confirming the Partnership	Read Chapter 14
W	4/8	Guest Speaker & Presentation	
M	4/13	Chapter 14: Adapting the Close and Confirming the Partnership	Part II: Selling Plan due!!! Role Play Times Displayed on Blackboard

W	4/15	Explanation of Part III – Role Play Class Role Play Practice	Practice Role Play
M	4/20	Part III: Team Role Play	Practice Role Play
W	4/22	Part III: Team Role Play	Practice Role Play
M	4/27	Part III: Team Role Play	Practice Role Play
W	4/29	Role-play debriefing and discussions Chapter 15: Servicing the Sale and Building the Partnership Review for Exam 3 Semester Wrap Up	Turn in Peer Evaluation Forms Read Chapter 15
M	5/4	Exam 3 (Chapters 10-15 plus any outside material). Bring a purple scantron and a #2 pencil	Study for Exam

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